



Approved Audits/Applications Committee 10/16/08

ORGANIZATION NAME Flathead CVB
 PROJECT NAME Bus Tours Magazine
 APPLICATION COMPLETED BY Dori Muehlhof, Executive Director
 DATE SUBMITTED October 16, 2008

Approval Requested:

XXX Final

Preliminary

Project Overview

The FCVB would like to apply for final approval from our Group Marketing Print Placement budget to place a 1/6 page, 4-color ad in Bus Tours Magazine Nov/Dec 2008 Issue. The magazine will be doing a MT feature. Travel MT will be providing editorial and has coordinated a co-op opportunity for MT CVB's and attractions to participate in ad a discounted rate. In addition, the FCVB will be able to submit 500 words of editorial for consideration. Reader Service is provided to all advertisers.

About Bus Tours Magazine:

Bus Tours Magazine strives to provide individuals in the bus and group tour industry with timely, detailed information on quality locations for the purpose of designing and executing successful, entertaining and marketable tours. Because of our extensive past industry experience, editorial in *Bus Tours Magazine* provides specialized information that is highly valuable to bus and group tour planners, escorts, operators and others, making it unique in the bus and group tour industry. Distributed to qualified group tour planners and received by the ABA & NTA membership.

Project Objectives

1. Increase inquiries to the call center by 5% over FY'07.
2. Increase use of the web site by 10% over FY'07
3. Increase lodging occupancy, thus Bed Tax Collections within Kalispell by 1% over FY'07
4. Increase lodging occupancy, thus Bed Tax Collections within Flathead County & Lake County by 1% over FY'07

These objectives support the following marketing goals:

- *Increase awareness of the Flathead Valley as a year-round destination.*
- *Increase visitation & length of stay among resident and non-resident travelers.*
- *Increase return visitation.*

Support of the FCVB Marketing Plan

Bus tours are defined as a group marketing target market. With limited funds, advertising in support of MT editorial makes good sense.

Support the Travel Montana Strategic Plan - YES

This project meets the following objectives:

- A.6.1: Refine Montana's Niche and "Brand" in the Meeting/Convention Market; Determine Feasibility of Enhanced Meeting & Convention Facilities
- A.6.3: Use Local Historical/Cultural Attractions to Enhance Venue Offerings

Method of Project Evaluation

Quantifiable lead generation

Web Link Traffic

Budget

Group Marketing/Print Placement: Bus Tours Magazine \$833

Total Budget **\$833**

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